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580 Extension Plan: 5 Year Plan for Extension & Research by 1980 for Southeast Nebraska

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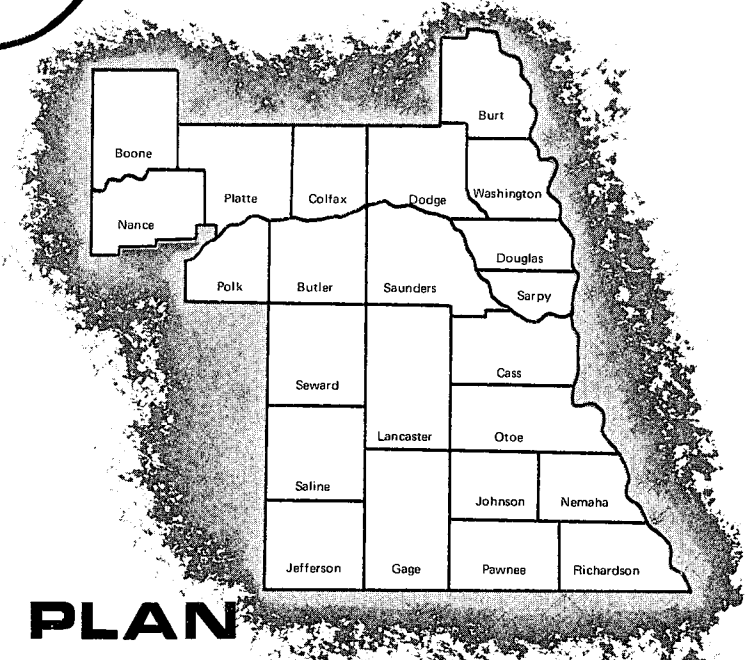
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EXTENSION PLAN



5 YEAR PLAN for Extension & Research BY 1980 for SOUTHEAST Nebraska

UNIVERSITY OF NEBRASKA-LINCOLN
COOPERATIVE EXTENSION SERVICE
AGRICULTURAL EXPERIMENT STATION

APRIL 1, 1976



*Institute of Agriculture
and Natural Resources*

COOPERATIVE EXTENSION SERVICE

SOUTHEAST EXTENSION HEADQUARTERS

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University of Nebraska-Lincoln

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TO: Nebraskans

The purpose of this document is to present a series of guidelines to assist the Extension District V (Southeast Extension District) administrators and staff, the Nebraska Cooperative Extension Service, the Nebraska Agricultural Experiment Station, the Institute of Agriculture and Natural Resources and other University administration in moving the District to a high level of efficiency in meeting the needs of the people of the District in those areas in which the Extension Service has the legal obligation to serve.

Planning is a continuous process and these planning suggestions are not ends, but steps that can be used in decision making in the future.

Extension's strength is the involvement of people in the program development process in determining, planning and carrying out programs that meet their needs. Since the early beginnings of Extension, it has been assumed that people must be reached where they are -- in terms of their level of interest and understanding. It is especially important to involve them in identifying needs, concerns and interests and to analyze problems that concern and affect them.

The plan has been developed with input from various groups including:

District V Director's Staff Advisory Committee
District V Director's Lay Advisory Committee
All District V Staff (County, Area and District)

The purpose of this plan then is to provide the guidelines which will enable the Southeast Extension District to serve the people in the District with a quality program appropriate for them.

Lloyd L. Young

Lloyd L. Young
District Extension Director

Beck Birnstihl

Elizabeth A. Birnstihl
District Extension Supervisor

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EXTENSION WORK IN "AGRICULTURE, HOME ECONOMICS AND SUBJECTS RELATING THERETO,"
THE COOPERATIVE EXTENSION SERVICE, INSTITUTE OF AGRICULTURE AND NATURAL RESOURCES,
UNIVERSITY OF NEBRASKA-LINCOLN, COOPERATING WITH THE COUNTIES AND THE U. S. DEPARTMENT OF AGRICULTURE

adult leadership
communication
energy
forestry

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INTRODUCTION

The Southeast Extension Headquarters is the center for Cooperative Extension Service programs in a 23-county area of Southeast Nebraska. The Headquarters was created in 1970. Present Headquarters staff members have Extension appointments and serve the District in youth development, farm management, forestry, animal science, agronomy (soils) and horticulture. The District Director and District Supervisor coordinate Extension programs with county and area Extension agents and district and state specialists.

The county and area Extension agents in the Southeast Extension District are the front-line workers on the Extension Service. As the official representative of the University of Nebraska-Lincoln and the U.S. Department of Agriculture, living in daily contact with rural and urban residents in actual life situations, the county or area Extension agent is in a strategic position to study the problems and serve the needs of the people. The District (and state) subject matter specialists back up the work of the agents in the counties and serve as a bridge between the subject matter research departments and the agents. The result is a unified, highly qualified educational team in each of the twenty-three counties.

The Southeast Extension District in 1974 had 61.3% of Nebraska's population. Sixty-five percent of the District population is living in towns of 10,000 or more population. The data below is from statistics of the Bureau of Business Research, University of Nebraska-Lincoln. A population summary is as follows:

POPULATION DATA

	<u>Provisional July 1, 1974</u>	<u>Revised July 1, 1973</u>
Nebraska total	1,542,507	1,532,606
Southeast Nebraska	945,127	937,371
Southeast Nebraska in towns of 10,000 or more	Not Available	613,025

The purpose of this report is to provide a general guide for the development of the Southeast Extension District Research/Extension programs during the next five years. The major emphasis of the report is devoted to Extension programs. The Agricultural Experiment Station of the Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln, is located within the District and will provide most of the research information. However, research data is needed from various locations in the District because of the varied soil and climatic conditions.

MISSION OF THE SOUTHEAST EXTENSION DISTRICT

The Southeast Extension District is a unit of the Nebraska Cooperative Extension Service, which is a part of the Land Grant University. It is also the educational arm of the USDA in four program areas, including agriculture, home economics, 4-H youth development and community resource development.

The mission of the Nebraska Cooperative Extension Service is to extend lifelong, continuing educational opportunities to the people of Nebraska in those areas in which Extension has the competence and the legal and moral obligation to serve. The Cooperative Extension Service conducts educational programs which result in the development of skills, attitudes and understanding of people which will enable them to: conserve and effectively use natural resources; efficiently produce range, farm and forest products; increase effectiveness of the marketing distribution system; optimize their development as individuals and as members of the family and community; improve their community organization, services and environment; develop as informed leaders in a democratic society; and raise their level of living through wise resource management to achieve family goals.

The many programs of the various counties and District have emphasized agriculture and will continue to do so as this is the means of livelihood to an important part of our population. The staff will work to assure the farmer his fair share of our economic wealth and to help him remain competitive.

With the major metropolitan area of Nebraska located in the Southeast Extension District, and rapid and continuous changes in agriculture, the job is a complex one and poses a real challenge -- but one that is welcomed by the skilled Extension staff of the District.

It is imperative that the staff of the Southeast Extension District do everything possible to insure equal access and opportunity in all aspects of our programs without regard to race, color or national origin to the full extent of the law.

LONG-RANGE OBJECTIVES

In preparation of this long-range plan, considerable attention has been given to developing a set of long-range objectives. The long-range objectives for the Southeast Extension District staff are as follows:

1. To enable those engaged in agriculture, forestry and related industries to serve efficiently the food, fiber and shelter needs of the nation while bringing an equitable share of economics and social returns to resources devoted to private, independent family farms and all other sectors of agriculture.
2. To increase income, employment and cultural opportunities of the rural and urban residents in Southeast Nebraska through agriculture, related business, governmental and public agencies, industry and effective utilization of natural resources.

3. To encourage adjustments in agriculture and related industries consistent with national and state objectives and priorities.
4. To develop improved systems for producing and marketing agricultural and forestry commodities for domestic and foreign markets, which will more effectively meet the needs of consumers.
5. To improve the quality of the environment with emphasis on the management of wastes and pollutants from agriculture and related industries.
6. To promote and apply the concepts, methods, principles and practices of pest management in a systems control approach as it relates to commercial agriculture, natural resources, public health and the environment.
7. To contribute to the management, development and conservation of natural resources.
8. To contribute to improved quality of living of people in such areas as the family unit, housing, land use, home and community beautification, recreation, health, nutrition, fire prevention, civil defense and safety.
9. To assist people having limited resources so that they may share in the progress of agriculture and society.
10. To improve communications and public understanding so as to recruit support for a strong and viable agriculture, effective use of our natural resources, an improved environment and improved quality of living.
11. To contribute to America's agriculture, natural resources, families and youth through 4-H youth programs
12. To promote the conservation of energy.
13. To contribute to the well being of the urban population of the District in those areas within our subject matter competencies.
14. To plan toward an identifiable headquarters office near the geographical center of the District.

RECOMMENDATIONS FOR ACTION

The suggestions made in the following sections are based on the commitment of the Nebraska Cooperative Extension Service to expanding high quality educational programs to meet the needs of the people in those areas where Extension has the competence to serve. The following recommendations for action are made with the belief that they will contribute to the growth

and efficiency of the programs of the Southeast Extension District as part of the Nebraska Cooperative Extension Service.

Specific recommendations:

1. Utilize the current "teachable moment" with clientele.

Extension should do everything possible to teach people when they are seeking information.

2. Intensify and strengthen programs in production agriculture.

Extension staffs should continue to conduct balanced programs aimed at both the highly efficient farmers and those who have not yet achieved an adequate level of economic and social success. Extension staffs, who help efficient farmers innovate, gain much knowledge which they can use in conducting educational programs for all farmers.

3. Improve quality of information through multidisciplinary teams.

If Extension is to retain the respect and support of the public, it must be able to provide quality information that is up to date, accurate and relevant. To provide this information often requires pooling of the best brainpower available from various disciplines within the university. The Nebraska Extension Service is organizing multidisciplinary staff groups (including both Extension and research personnel) to develop the best possible answers to difficult questions. Some problems are best solved by assembling task forces from more than one university and some by a combination of university personnel with state and federal agency and lay people.

4. Build staffing patterns adapted to widely differentiated audiences.

The capability of Cooperative Extension to economically and effectively serve diverse groups must be still more dramatically altered to meet expanding demands.

5. Use modern technology in Extension program delivery system.

Extension's delivery system should be critically evaluated in light of:

- Type of information to be delivered.*
- Alternative communication technologies available.*
- Audiences which are to receive the information.*

6. Build more effective working relationships with other agencies, industry and public groups in federal, state, district and county levels.

There are many government agencies which can also provide much useful information and Extension should develop cooperative efforts with them to help disseminate it and strive to avoid duplication of effort.

With the development of modern society, many groups have become more highly organized and more closely coordinated. Most of these groups have an interest in a well-informed membership and are indeed increasingly looking to the Extension Service for educational assistance. In return, they can contribute to the support of Extension, strengthening of Extension programs and to the more efficient utilization of Extension staff.

7. Take a leadership role in developing public policy.

Extension personnel who conduct educational programs on controversial issues should provide analysis of problems, alternative solutions and their consequences, and leave the decision to the public.

8. Develop an educational program for the general public on the technological and economic aspects of production, processing and distribution of the food supply.

Many urban people need to know more about the technological and economic aspects of production, processing and distribution of their food supply. They need to know and understand the chemistry and biology of food production and food manufacturing processes. They should also know how scientific discoveries effect their food supply and its nutritive value.

9. Develop an expanded staff resource base.

The actual need for effective Extension agents and specialists to assist has increased proportionately with the development of new technology and the increasing complexity of its use. However, in spite of this increasing need, Extension agents' time has been drawn into such things as answering urban home horticulture questions and expanding community resource development programs. Currently, still more demands on staff time are being made to respond to the Equal Employment Opportunity Affirmative Action Program, work with a more complex Extension reporting system and help solve a large range of environmental quality problems, the energy crisis and other important issues.

10. Involve more local people in determining Extension priorities.

To make effective choices concerning which goals to emphasize and ways to adapt its program to the various state and local situations and concerns, Extension must involve staff and clientele in the determination of priorities. Moreover, their participation in the decision-making process helps ensure their active support and increase the potential for success and securing additional, needed resources.

The sections that follow give a detailed description of the situation, the objectives and the staffing and support needs for the next five years for the following program areas:

1. Agriculture and Natural Resources

- A. Animal Science
- B. Farm Management and Marketing
- C. Horticulture
- D. Natural Resources and Environment
- E. Plant Science

2. Community Resource Development

3. Home Economics -- Family Living

4. 4-H Youth -- Youth Development

5. Administration

- A. Program Leadership and Administration

Prepared by:

Loyd L. Young, District V Extension Director

Elizabeth A. Birnstihl, District V Extension Supervisor (Home Economics)

ANIMAL SCIENCE

Situation

Natural resources of land, climate and water availability such as rain and/or irrigation are very favorable for crop production. Therefore, emphasis from the producer viewpoint is on crops and secondly on livestock. By using land unsuitable for crop production and feed resources made available from crops, livestock plays a vital role in the overall agricultural picture.

The 1969 Census of Agriculture indicates that 80% of the farms in District V reported income from cattle, swine and/or sheep. District V encompasses one-third of the farms in Nebraska that have sales from livestock, or approximately 20,000 farms producing livestock.

Production is in small scale operations. An average size unit would be:

<u>Livestock Involved</u>	<u>State Average</u>	<u>District Average</u>
Dairy Herd	12	13
Cow-Calf Herd	46	32
Farrowing Unit	14	13
Ewes and Lambs per Flock	83	58

In relation to the agriculture production of the state of Nebraska, District V produces (1972 Nebraska Agricultural Statistics):

- 35% of all cattle on feed;
- 17% of all calves dropped;
- 22% of all cattle on farms;
- 32% of all dairy animals and milk produced;
- 37% of all sows farrowed;
- 34% of all pigs farrowed and saved;
- 34% of all hogs on inventory, December 1, 1972;
- 21% of all sheep on farms; and
- 22% of all stock sheep

Although livestock production units are not large operations, Southeast Nebraska does contribute one-third of Nebraska's income derived from livestock.

District V lends a favorable environment to agribusiness firms. Forty-two percent (36) of the meat packing plants¹ in Nebraska are located in the District. Transportation affects livestock industries. Omaha, which is part of District V, ranks fourth in the nation as a railroad center which reflects the activity of the transportation industry within the District.

¹1970-1971 statistics from Directories of Nebraska Manufacturers. Nebraska Department of Economic Development.

Nebraska City, Bellevue, Plattsmouth, Brownville and Rulo all have harbor and terminal facilities to handle feed grains. Similarly, areas of the District serve as "home" for major agribusiness concerns including financial institutions, feed manufacturing firms, etc.

Objectives

- A. Increased efficiency of farm production by utilizing byproducts of crop production systems such as roughages, lands unsuitable for crops, feed grains, etc. in livestock systems.
- B. Optimizing farm income by providing producers with current information, data, and principles by which to make correct management decisions.
- C. Maximizing profits through utilizing proper breeding stock; i.e., selecting breeds, selecting individuals and improving those already in system.
- D. Increase efficiency of livestock production through the use of proper nutritional principles; i.e., balanced rations or diets, optimum intake levels, relationship of nutrition to reproduction.
- E. Strengthen industry leadership for the future by developing knowledge of the livestock in youth of today.

Staff Needs

- A. District Livestock Specialist (Beef and Sheep) (Current Position)

This position would carry responsibility for coordination of all livestock activities within the District. Primarily, subject matter involvement would be with ruminant animal production (beef and sheep). Until a full staff is developed, this position would carry responsibility for program coordination (not necessarily subject matter) of each of the following.

- B. District Livestock Specialist (Swine)

The responsibility of this position would encompass all programs involving non-ruminant animals (swine). Programs would provide emphasis in nutrition, management, breeding, housing, etc., related to swine enterprises. Responsibility would be to coordinate efforts of all Extension personnel when working with production units.

- C. District Livestock Specialist (Dairy)

This position would have responsibility for all programs related to dairy production. Subject matter would include nutrition, breeding, housing and management with emphasis on production records. Position would enlarge activities of the current

DHIA, emphasize use of artificial insemination, sires and provide leadership for related 4-H programs. Position would possibly be 100% Extension; however, a joint Research/Extension (or other combination of) appointment should be evaluated.

D. District Forage Specialist (Discussed in Plant Science)

The specialist would be responsible for Extension and Research activities involving forage production, handling and storage. Also, activities involve cooperative effort with livestock specialists to evaluate forage quality. This position is proposed as a 50% Extension/50% Research appointment.

E. District Agricultural Engineer (Discussed in Natural Resources-Pollution)

This specialist would be responsible for engineering programs involved in livestock systems. Activities would include housing, feedlot design, pollution control and storage of grains and other feed resources. Proposed appointment would be 20% Research/80% Extension. The research increment would involve efforts to develop cooperative research projects. It is not anticipated that this increment would initiate projects which would duplicate on-going projects.

Prepared by:

William A. Zollinger, District V Extension Specialist (Livestock)

COMMUNITY RESOURCE DEVELOPMENT

Situation

Community development has taken a variety of definitions depending upon the residence, occupation, life-style and goals of individuals and groups with common objectives. As District V in Southeast Nebraska becomes more urbanized, it has become apparent the public is demanding a greater voice in the previously unrestrained private use of land. Land use legislation is used as one vehicle to obtain the changes to gain uniformity. History shows that once land is taken from agricultural production for other uses, it is seldom returned to agriculture.

Although the rural population, as it was once known, is shrinking from the public representation by fewer but larger agricultural units, there is a trend for more migration to a rural setting for residences and commuting to the cities.

The many small communities in Southeast Nebraska continue to live by the prosperity of the agriculture which surrounds them. Those communities close to larger urban centers are becoming more dependent upon the commuting public for maintaining their population and trades.

Every community strives for that new small industry employing the older residents, young persons, farmers and housewives. It gives the community an economic lift, but often is only a short run situation, especially when the local government gives very many concessions to obtain that sought after industry. The exception would be if the new industry is tied to the productive resources of the community other than labor.

Local government has undergone rapid changes in responsibilities, finance and structure. These changes, many times, have been imposed upon local governments by federal and state requirements to meet statutes and by regulatory agencies. The citizenry is also responding more to local government decisions. The voice of the lay people is being heard in more open meetings and in public hearings.

Inflation is curbing the development in the rural communities, such as transportation, health facilities, education, recreation, etc. Unless all the people get behind a project or an improvement with solid effort, it often meets with failure. Rural water districts in some areas are being recognized as a valuable asset in maintaining or improving local agricultural productiveness, health and living standards.

Leadership in soil conservation and forestry has long been a resource in District V, which has created much attention in the state. District V has been quite vulnerable to flooding over the years.

Objectives

- A. To assist the people in District V, preserve and enhance their environment, which will enable them to live and work unimpeded and provide for the fulfilling of an enriched life.
- B. To encourage orderly growth and change within communities as society demands the goods and services produced or delivered to and from those communities.
- C. To develop those resources, human and natural, which will add to the local economy without sacrificing or exploiting those private resources.
- D. To assist in understanding the basic necessities to maintain health, education, government, safety and life enrichment at a cost affordable to those in District V.

Extension Efforts and Needs

- A. Assist community leaders in District V to assess their potential human and natural resources and to identify their economic and human concerns.
- B. Assist those willing to express their concerns on how to involve others in the development processes and how they can work together to obtain their goals in community development.
- C. Assist in bringing the various segments of government and other institutions together in providing the research, staff, funding or the incentive which will help local people accomplish the development for themselves.
- D. Provide county agent training on how to work with groups concerning socio-economic problems as would be involved in community development.
- E. Provide all staff; county, district and state, with updated information on population, labor, economic, agriculture and industry trends.
- F. Develop more complete Extension working relationships with the Natural Resources Districts, County Boards, fire districts, forestry and like resource agencies.
- G. Initiate a more informative Extension program in land use planning and rural zoning.

Staff Needs

A. A District Community Development Specialist

This specialist would coordinate, on a district level, the needs and activities useful to community life. The specialist must possess qualities of a motivator and a catalyst to seek out the persons or resources available to a community which would put the wheels in motion to enhance the economic and social well-being of those communities, individually or collectively.

There should be an organizational structure consisting of varied community interests supporting the proposed staff members. This representative body would respond to the Extension efforts as a feedback mechanism, such as an advisory group for change. Periodic review would have to be built into their responsibilities.

FAMILY LIVING

Situation

District V continued to operate the largest total Extension program of any of the Extension Districts during the last fiscal year.

- A. Approximately 280,000 households are located in this District, with twenty-four home agent positions currently serving the people's needs. (Ratio of 11,666 households:one agent)
- B. There were 12.5 FTE urban 4-H aides, 2.5 county aides and 26.4 ENP aides also helping agents meet clientele needs in home economics and 4-H.
- C. There were 10,285 Home Extension club members participating in activities in the District in fiscal year 1974.
- D. Presently, 60% of the home agents write news columns, 15% are starting news columns, 45-50% are doing radio programs or are sharing a program, and 25% are doing some TV presentations.

Home agents are using the following techniques to reach the homemakers who are unable to participate in organized meetings or workshops: lunch-n-learn sessions, learn-at-home sessions, radio, TV, newsletters and news articles.

The following subject matter areas were felt to be in need of emphasis during the next five years. First, working with other agencies to help the elderly person remain productive in his home, in his family and in his community. Second, emphasis on mental and physical health. Third, emphasis on the consumer and his buying dollar; fourth, horticulture for therapeutic reasons, food consumption and as a form of relaxation; and fifth, aid families with interpersonal communication techniques.

In addition, Extension agents working in home economics will continue to serve in their current roles in working with all subject matter areas. Strong effort, especially in family life, housing and home furnishings, food and nutrition, and clothing will need to be made to help people make wise use of their available resources.

Needs assessment surveys of counties in District V would be a useful tool for agents to use in determining program priorities for their county or area. It is recommended that agents use needs surveys yearly when completing plans of work.

Objectives

- A. To better meet the needs of the public, expertise in home economics subject matter should be made more available at the District level.

Currently, nine state subject matter specialists are working in home economics. State subject matter specialists in home economics are not able to meet needs of all home agents. They are too few in number to lend all assistance home agents need.

Home agents are generalists in home economics when they graduate from college. Therefore, they are not equally well-based in all subject matter areas.

Therefore, one FTE (full-time equivalent) in family life and health, one FTE in home furnishings and housing, and one FTE in nutrition would provide further assistance to home agents and the public at the District level. There would be a definite need for county and area home agents and these specialists to work together closely to get information to the large public audience. It is particularly important that the home agents take the leadership and remain in charge of presenting workshops and training lessons in the counties.

- B. To better serve public needs, information in home economics subject matter areas must be more readily available at the local level.

Agents cannot do an effective job for everyone. With additional agents placed in the District, agents would be more able to work in the field of mass media or small group situations.

- C. Each community has much to offer. "Community Resources" would include home economists who are now homemakers, local college facilities, local educational agencies, etc.

Home economists working in Extension may become "trainers of trainers". This will enable Extension to reach out to more people. Working through existing agencies would also provide home agents with "ready-made" audiences with which to work.

At present, agents cannot reach out to take full advantage of local resources. This is happening either because they do not know what resources are available, or they have not had adequate time to contact and explore new working relationships, or because they do not know how to develop a combined program.

Training and assistance to home agents in locating "local resources" and developing working relationships would "stretch" Extension teachings to new audiences.

- D. To encourage short-term experimental action oriented studies for people in District V.

These short-term studies would help meet the needs of special interest groups in the District. These studies would help meet the needs of people whose needs would not be relevant to other Districts in the state. (Example: Nutritional value of soul food.)

Staff Needs

- A. A District Family Life and Health Specialist

This is an area of subject matter that the advisory groups supported for development in the next five years. This resource person would aid tremendously in the growth of teachings in health, family communications, etc. This person might also take an active part in planning barrier-free buildings, etc., that affect all families.

- B. A District Home Furnishing and Housing Specialist

The state specialist is currently overloaded with requests. Such a District specialist would aid in workshops, aid families with housing problems, etc.

- C. A District Food and Nutrition Specialist

This person would aid all home agents, but would also assist home economists working with the ENP program.

- D. An Extension Agent increase of six to serve home economics program

Additional staff would enable home agents to increase their number of contacts in specific geographic areas.

- E. Seven and one-half FTE Aides

These aides would assist home agents. They may assume the responsibility of answering general subject matter questions. These calls (from 5 to 500 per day) may be on food preservation, clothing construction, etc. Or, they may work in other areas such as preparing visuals, setting-up meetings, etc.

FORMULA FOR ALLOCATION OF HOME EXTENSION AGENTS

This allocation is based on a proposed total of thirty home agent positions for District V. The District currently has twenty-four positions.

FACTORS*	WEIGHT	NUMBER AGENTS ALLOCATED ON THIS		ONE AGENT ALLOCATED PER
		FACTOR		
Number of Farms	10%	3.0	6,715	
Total Population	40%	12.0	65,093	
Assessed Value	20%	6.0	\$460,037,367.6	
Area (Acres)	20%	6.0	1,093,241	
Households	10%	3.0	77,796	

*Formula different from one presently being used by state administration.

Sources of Data:

1. Number of Farms -- 1974-75 Nebraska Statistical
2. Total Population -- UNL Business in Nebraska; April, 1975
3. Assessed Value -- State Tax Commissioner
4. Area (Acres) -- 1974-75 Nebraska Statistical
5. Households -- 1970 State Census

COUNTY OR AREA	DATA BASED FOR AGENT POSITIONS	CURRENT AGENT POSITIONS	PROPOSED	
			ADDITIONAL POSITIONS AGENT	AIDE
Boone/Nance	1.30	1.00	.125	.281
Boone	.78	.50	.125	--
Nance	.50	.50	--	--
Burt/Washington	1.50	1.00	.250	.312
Burt*	.72	.50	.125	--
Washington	.79	.50	.125	--
Cass	1.00	1.00	--	.250
Dodge*	1.50	1.00	.250	.312
Douglas*	11.00	3.00 +1.0 ENP	2.000	1.500
East Platte Area	4.50	3.00 +1.0 ENP	.250	1.060
Butler*	.83	.66	.085	--
Colfax*	.68	.62	.040	--
Platte*	1.39	1.24	.075	--
Polk*	.61	.48	.065	--
ENP-7 County Area	1.00	1.00	--	--
Gage*	1.50	1.00 +.25 ENP	.125	.343
Lancaster*	5.50	2.25 +.50 ENP	.875	.906
Otoe	1.00	1.00	--	.250
Sarpy	3.50	2.00	1.000	.750
Saunders*	1.30	1.00	.125	.281
Southeast Area	2.50	2.00	.500	.625
Johnson	.50	.36	.140	--
Nemaha	.62	.62	.070	--
Pawnee	.50	.32	.150	--
Richardson	.84	.70	.140	--
Wilber Area	2.80	2.00	.500	.625
Saline	.90	.64	.180	--
Seward	1.08	.80	.170	--
Jefferson	.79	.56	.150	--
TOTALS		21.25 +2.75 ENP	6.000	7.500

*ENP (Expanded Nutrition Program) is also a part of the county program

In the above table, six additional agent positions are shown for the District. To aid in more effective programming, some counties may need to be regrouped. Example: One agent may serve two counties instead of four.

Aides were allocated at .25 per FTE agent positions. These aides would answer subject matter and general questions for agents. They would be in addition to the 26.4 FTE ENP aides currently serving the District. These aides (if allocated for part-time in a county) may work full-time for certain parts of the year.

Prepared by:

Elizabeth A. Birnstihl, District V Extension Supervisor (Home Economics)
Barbara A. Boettcher, District Extension Specialist (Youth)
Elaine Skucius, Associate State Leader (District V)

FARM MANAGEMENT AND MARKETING

Situation

As the farms in District V are about one-half as large as the average of the other four Extension Districts, the resource dollar investment in land and buildings are nearly the same. The value of agricultural production per farm in District V is slightly above the average of the other four districts per farm. This is accomplished due to the general topography, the machinery size is of lower capacity and therefore requires more labor per unit than in most other areas of the state. Most farms retain the nature of a family operation. This poses economic problems for expansion when more efficiency is needed because of narrow operating margins.

The investment of the agricultural production units continue to increase with higher valued land, machinery, labor and variable purchased inputs. More intensity in terms of acres and/or livestock is necessary to provide an income commensurate with non-farm business labor and management abilities. With intensity, risk has become a greater factor of production and in turn continues to limit the availability of sufficient capital to balance the resources of production.

The farmers of Southeast Nebraska are not immune to the fluid and fluctuating price system which has developed, of which they as yet have little control. This has caused undue credit and cash flow limitations in an inflating economy.

The economic squeeze which prevails on many young farmers, older farmers and those with less credit and opportunity prevents expansion to an optimum economic size unit. The proximity to the metropolitan areas of District V offers many opportunities for off-farm employment. If husband or wife possesses particular industrial or service skills, like the regular paycheck and hours, farming has become a part-time activity to off-farm employment. Many individual economic and sociological factors enter into the decisions to take work off the farm, full or part-time.

Many attempts over time have been made to organize farmers with common policy objectives to produce and market their products. A lack of a unified objective for agricultural policy has created a lack of unified action on the part of agricultural producers to sell advantageously without competing directly with each other.

The continued and foreseeable energy limitations have forced producers to re-evaluate their production techniques. Through greater utilization of power, recovering crop residues, less tillage and conservation of moisture, farmers are attempting to maximize outputs and minimize inputs.

Many farmers are not fully utilizing available means of management for evaluating their production and marketing potential from a good farm records base. Records are kept primarily for tax purposes and little else.

Young farmers are not financially capable to begin farming without restructuring the farm business with a partnership or family farm corporation. Transferring farm property is often difficult without excessive taxes unless serious estate planning is done. Most farmers, or their heirs, realize their own predicament too late.

Objectives

- A. To assist in creating a livelihood for farm residents in Southeast Nebraska which will provide the necessary return to labor, return on investment and enough management return that provides continued incentive for agricultural production pursuits.
- B. To assist farmers in Southeast Nebraska understand the production resources available to them and to combine these resources, properly balanced, to yield the greatest management returns.
- C. To assist in creating awareness of inefficiencies of individual production enterprises and how to correct for greater net return.
- D. To assist farm operators in Southeast Nebraska in understanding the alternatives of marketing practices and/or systems which will enable the best decisions to be made which will return the greatest net return for their production.

Extension Efforts and Needs

- A. Complete the organization of a Farm Business Management Association in District V.
- B. Determine production costs by budgeting all enterprises annually -- those normally produced in District V.
- C. Provide information for decision making by operators to determine alternatives for use of agricultural resources; i.e.,
 1. Purchase/lease/rent; land, machinery, buildings and livestock;
 2. Continue to evaluate labor saving applications versus capital required or available; i.e., investments in new labor saving equipment or greater capacity or speed to accomplish more with same resource inputs.
- D. Use a computer to solve problems and for decision making, including linear programming, least cost applications, alternative purchases and sales, enterprise selection. The use of portable terminals would expedite and facilitate more farmer awareness of facilities and usage.

- E. Conduct studies and education for use of marketing alternatives and decisions, including methods, time, location, futures, hedging studies of feeding versus cash market alternatives for grain.
- F. Provide educational programs on farm business arrangements on leases, partnerships and corporation structures cash flow.
- G. Provide educational programs on financial management, including income tax management, record keeping, farm business and individual enterprise analysis.
- H. Create more awareness to the need for estate planning and provide guidance to alternatives.
- I. Assist leaders of agricultural industry to carry out their objectives of better management with farm owners and operators through cooperation and coordination with professional farm managers and rural appraisers.
- J. Provide individual counseling when necessary to most effectively create change. Individual consulting can explore problems at a level to make specific recommendations.

Staff Needs

A. District Farm Management Specialist (Current Position)

This present position carries responsibility for coordination of all farm management activities in the District.

B. When the second specialist position would be added to the District V staff, the responsibilities would be divided into crops management and livestock management.

- 1. The crops management specialist would coordinate educational programs related to farm crop economics and marketing of grain and forage.
- 2. The livestock management specialist would conduct educational programs on management and marketing alternatives, seek methods of organizing farmers to more effectively market their products and evaluate the production alternatives to market demands.

Both the crops management and the livestock management specialists or economists would involve their efforts in such neutral areas as financial management, leases, custom rates, income tax and estate planning.

C. District Farm Records Specialist (Current Position)

Responsibilities of this position include making periodic on-farm visits, assisting in farm records and analysis, counseling on financial arrangements and other management decisions. This position is considered Extension staff, but will be primarily financed by the membership of the Eastern Nebraska Farm Business Management Association.

Support Needs

The availability of remote computer terminals to District V Headquarters demands that utilization be made of existing equipment. The nature of existing programs is not sufficient technically to meet the problem solving needs at present or future. More sophisticated programs need to be developed.

As farmers and Extension agents become acquainted with capabilities and potentials, it will be necessary to have available a portable remote terminal for use at group meetings and for individual farm and office counseling.

COMPARISON OF AGRICULTURAL RESOURCES
FOR EXTENSION DISTRICT V
AND OTHER EXTENSION DISTRICTS IN NEBRASKA

	Number of Farms and Change			
	<u>1970</u>	<u>% of Total</u>	<u>1973</u>	<u>1970-73 % of Change</u>
District V (23 counties)	24,795	34%	23,835	-4%
Districts I, II, III, IV (70 counties)	48,205	66%	46,165	-4%
Totals	73,000	100%	70,000	-4%

SOURCE: 1972 Nebraska Ag Statistics

* * * * *

	<u>District V</u>	<u>Districts I-IV</u>	<u>State</u>
Average number acres per farm	300.40 ¹	729.70	634.30
Average value of land and buildings per farm	\$91,020.00 ²	\$100,202.00	\$97,931.00
Average market value of all agricultural products per farm	\$31,502.00 ³	\$ 29,453.00	\$29,960.00

¹Average number acres per farm in District V is 59% smaller than the average acre size in District I, II, III and IV.

²Average value of land and buildings per farm in District V is 2% smaller than the average in Districts I, II, III and IV.

³Average farm market value of all agricultural products is 2% higher in District V than the average of Districts I, II, III and IV.

SOURCE: 1969 Census of Agriculture

Prepared by:

Douglas D. Duey, District Extension Specialist (Farm Management)

HORTICULTURE

Situation

Southeast Nebraska contains approximately 55% of all the households located in Nebraska. For this reason, home horticulture (indoor gardening, landscaping, home fruit gardening, vegetable gardening and turf) activities are concentrated in this District.

Commercial horticultural activities (nurseries, garden stores, florists, lawn maintenance services, sodders, roadside fruit and vegetable stands, orchards, pest control units, arborists and a potential small fruit industry) related to this higher density population are concentrated in Southeast Nebraska.

Recreational activities (golf courses, parks, arboretums and turfed sports' areas) are also in demand in Southeast Nebraska.

VALUE OF HORTICULTURE IN NEBRASKA

<u>ITEM</u>	<u>ANNUAL VALUE (MILLION)</u>
Ornamental & Turf Industry	\$ 43.6
Home Horticulture	96.7
Vegetables	27.6
Fruits	0.6
Total	\$168.5

There were 17,108 direct teaching contacts in horticulture programs during fiscal year 1974. This amounted to 30% of the total crop science direct teaching contacts made by Extension staff in District V.

Agricultural Extension staff in District V spend 37.9% of their crop science time in the home grounds area. This time allocation was more than any other area of emphasis in crop science.

Six counties in Southeast Nebraska have a population over 25,000 (1970 census). These counties would be the most likely to need horticulture support in the next five years (Dodge, Douglas, Gage, Lancaster, Platte and Sarpy).

These general facts mean horticulture programs in Southeast Nebraska are important because of the number of people this Extension information could benefit. A better balanced diet, a more aesthetic surrounding to reside in and a more pleasing use of leisure time are possible for the people of Southeast Nebraska.

Objectives

- A. To increase the dissemination of horticultural information through increased use of mass media (radio, TV and newspaper).
- B. To coordinate horticultural Extension activities with commercial horticulture interest. This will expand on the information Extension disseminates.
- C. To conduct applied research in small fruit and tree fruits. Relevant information could then be used to promote "pick your own" industries in Southeast Nebraska.
- D. To encourage increased acreages in vegetables. Environmental consideration relevant to the production of vegetables in Nebraska is well documented. The demand and the markets for such produce need to be realized and developed.
- E. To expand 4-H activities relative to horticulture in Southeast Nebraska. Horticulture 4-H programs are a natural for urban areas.
- F. To develop applied research in turf and ornamentals.
- G. To develop an agreement with UNL and Curtis that seniors could work for college credit in our metropolitan offices.

Staff Needs

- A. District Horticulturist (100% Extension) (Current Position)
- B. Two County Extension Agents (Major emphasis on horticulture) (Current Positions)
- C. Part-time Aides (Douglas, Lancaster and Sarpy counties) (Current Positions)
- D. Six more horticultural aides, one each in Dodge, Douglas, Gage, Lancaster, Platte and Sarpy counties.
- E. District Horticulturist (50% Teaching/50% Extension to do Extension work and teach in the area of tree fruits and small fruits.)
- F. Entomologist (50% Extension/50% Research to do urban insect problems related to plant materials and housing, which are centered in this District.)
- G. One technician to carry out applied research activities.

H. Plant Pathologist

This person would work with ornamentals, vegetables, turf and fruits, which are produced many times under adverse (urban) environmental conditions in Southeast Nebraska. This predisposes the plant material to disease problems. Possible economic and aesthetic losses could be prevented with proper educational information to the urban public.

I. District Horticulturist (50% Research/50% Extension)

This person would work with roadside marketing, vegetable production, and home gardening, which are or can be big business in Southeast Nebraska.

Support Needs:

A. Basic Plant Science Lab

Prepared by:

Brent Hoadley, District Extension Specialist (Horticulture)

NATURAL RESOURCES

The content in this section has been limited to those areas in which emphasis at the District Extension level is needed now or within five years. Namely, forestry, soil and water conservation, irrigation and pollution.

Other areas which logically fall within this section (wildlife, fisheries, climate, air quality, minerals, etc.) can be handled at the present time at the state level and are not discussed.

FORESTRY

Situation

Foresters in Nebraska have many roles and responsibilities, many of which are not commonly thought of when one considers forestry.

The situation in District V in the major areas of forestry responsibility is:

- A. There are about 250,000 acres (3.1% of land area) of commercial forest land. This is more forest acres than Nebraska has in the Pine Ridge area. About 200,000 of these acres need treatment.
- B. About \$1 million worth of timber (value to landowner) is harvested per year. This represents about one million board feet of black walnut and twenty million board feet of other hardwood species. This degree of harvest does not equal the annual increment. Therefore, additional harvesting without depleting the resource is possible.
- C. About 360,000 trees (1,200 acres) are planted yearly for use as windbreaks, woodlots and wildlife plantings. The seedlings are from the Clarke-McNary tree program.
- D. One hundred thirty-five rural fire districts are organized to provide wildfire and structural fire protection to over 99% of the land area.
- E. About twenty-seven Christmas tree plantations (330 acres) are established. About 15,000 trees are harvested annually at a value of about \$100,000.
- F. Many communities have suffered severe losses of ornamental trees due to the Dutch elm disease. Very few communities have definite plans for re-establishment of trees or their proper management.

- G. About 850 acres of windbreaks and wildlife tree plantings are established per year.

Objectives

- A. Increase commercial forest acres under sound forest management by 200%.
- B. Increase acres planted for future timber supply to 350 acres per year.
- C. Yearly train all tree planting crews operating within the District in proper handling and planting techniques.
- D. Increase total tree sales to an average of 750,000 trees per year.
- E. Increase volume of trees harvested by 20% and increase return to landowners by 30%.
- F. Get the total land area under organized fire protection.
- G. Decrease the number of fires and decrease the acreage of value loss per fire.
- H. Have at least twenty-five communities adopt and implement systematic, long-range community forestry plans.
- I. Get the best possible management on all Christmas tree plantations.
- J. Increase information on identification and control of tree insect and disease problems.
- K. Intensify efforts in small watersheds, windbreak plantings and wildlife habitat plantings.

Staff Needs

Forestry in Nebraska combines Extension (education) and state forestry (service) activities. Normally these are two separate entities within a state.

Forestry positions are funded from sources (primarily by the US Forest Service) other than the District V budget. Therefore, forestry positions are not in direct competition with other District V positions, but perform the same function within the District.

A. District Extension Forester (Current Position)

This position would be responsible for coordination of all education and service forestry or forestry-related activities within the District. Primary activities would be in woodland tree planting, timber stand improvement, marketing assistance, rural fire, community forestry, tree pest control, Christmas tree management, training of tree planting crews and technical advice to other agencies involved in windbreak or wildlife habitat establishment.

B. District Forester Assistant (Current Position)

This position will support the District Extension Forester in all program areas. Primary emphasis will be in service or field activities.

C. District Forester Assistant (Current Position)

This position will support the District Extension Forester in all program areas. Position is partially funded by a Natural Resource District. Therefore, his activities will center within the District's boundaries and he will be responsible for special projects. Examples: master vegetative plans on NRD owned land and organizing area tree planting crews.

D. District Forester Assistant (Proposed Position)

This position will support District Extension Forester in all program areas with emphasis in service or field activities.

Prepared by:

Neal Jennings, District Extension Forester

IRRIGATION

Situation

Mean annual rainfall ranges from 34 inches in the southeastern part to 22 inches in the northwest part of the District. Considerable irrigation is used in the northwest part of the District because of inadequate rainfall many years and availability of water for irrigation. Some irrigation is used in the southeast; however, the rainfall is generally adequate for good crop production and underground water for irrigation is not available in many parts of the southeast. Interest in irrigation in this District in the future will depend on several things of which amount of rainfall and the price that farmers receive for their crops are most important. Interest in

irrigation is now high because of the past two dry years. This interest may continue to be strong because one more variable is controlled and consistent high yields can more easily be obtained.

Objectives

- A. To encourage proper irrigation water management.
- B. To develop easier irrigation scheduling methods that the irrigators will use.
- C. To encourage proper selection of irrigation equipment.
- D. To promote better well drilling, development and testing techniques. These are important because of limited underground water resources.
- E. To disseminate information on groundwater availability and monitoring of ground water levels.

Staff Needs

- A. District Extension Irrigation Engineer

An irrigation engineer is needed to work on each one of the objectives outlined above. Particular emphasis needs to be placed on water management which includes irrigation scheduling. The suggested division of time would be 80% Extension/20% Research.

Support Needs

This specialist would need some research equipment such as weather instruments and also a camera and other visual aid equipment. He would also need access to computer facilities.

Prepared by:

John Addink, Extension Engineer (Irrigation)

POLLUTION

Situation

The groundwater resources of Southeast Nebraska are more limited than in other regions of the state; and therefore, must be used with care.

However, this area has rainfall that ranges from 22-34 inches. This area of the state produces many cattle and hogs and has significant dairying. The principle grains produced are corn and grain sorghum to be fed to livestock on the farm or to be sold as cash grain to elevators.

Farms in the District are smaller than in some other Districts, yet some of the largest farms with greatest incomes in the state are located in the area, showing that potential does exist for a greater return from all resources than many are now accomplishing.

Much of the cropland is subject to erosion that carries away valuable soil and water. While most feedlots are small, additional attention to managing livestock waste is needed. The situation calls for a critical review and overall systems approach to making recommendations for land use and livestock production.

Objectives

- A. To encourage farm operations, utilizing natural resources and other local facilities and organizations that now exist.
- B. To manage runoff from livestock feedlots and cropland to help improve the quality of local streams and underground water.
- C. To plan new farmstead production systems that reduce labor, that will help prevent water or air pollution of local communities.

Staff Needs

- A. District Agricultural Engineering Specialist (Also discussed in Animal Science)

A farm and farmstead planning systems engineer is needed to work individually with specific cases of development in the region to discover patterns of land use and recommendations for the general philosophy to be developed in the conservation and use of natural resources. Specifically, the engineer should regard the supplies of water, land, electrical power, management and labor to be put into systems of grain and livestock production with the goal of maximizing the production efficiencies while minimizing the effects of pollution of water and air from livestock wastes, chemicals and noxious weeds and diseases.

Prepared by:

Norm Teter, Extension Engineer (Livestock Systems)
E. A. Olson, Extension Engineer (Farm Building)

SOIL AND WATER CONSERVATION

Situation

Farming in District V consists of grain farms and general live-stock grain farms. Mean annual rainfall ranges from 34 inches in the south-eastern part to 22 inches in the northwestern part of the District.

Soil erosion is a problem in the District. Much of the land is gently rolling to steeply rolling. Also, high intense rainfall can occur. Considerable terracing has been completed. Problems with farming point rows of non-parallel terraces have caused some farmers to take out the terraces or to farm over the terraces.

There are also other pollution problems around construction sites. Considerable soil erosion from bare soil at construction sites occurs causing sediment to get into the streams, lakes and rivers.

Research has been conducted in some areas of conservation and many answers are known. Educational programs should be directed to getting these research results out to the public. In other areas, additional research is required. New personnel are needed for education and research. Additional demonstration plots are also needed to show farmers what can be done in these areas. NRD's are constantly asking for additional educational help and assistance with small groups of landowners with a special emphasis on land treatment so that watershed projects can be pursued.

Objectives

- A. To expand the educational programs on soil and water conservation in this District with the benefits of parallel terrace systems stressed.
- B. To emphasize the conservation tillage methods of both row crops and small grain.
- C. To increase the understanding of all people in the District of the importance of soil and moisture conservation and conservation tillage practices. This is especially urgent due to the anticipated emphasis on control of sediment as the major non-point pollutant of Nebraska's surface waters.
- D. To work with groups interested in forming rural water districts.

Staff Needs

Professional staff in this area should be on a joint appointment. The suggested division of time would be 75% Extension/25% Research.

A. District Conservation Engineering Specialist (Also discussed in Plant Science)

This specialist would be an agricultural engineer with primary emphasis in soil and water conservation. Educational programs would be directed at conservation tillage, parallel terraces and other soil erosion control measures. This specialist would work closely with SCS and NRD personnel and appropriate crop production Extension specialists.

Support Needs

A. Equipment

The equipment requirements would include a tractor and conservation tillage equipment or access to this equipment. Some equipment is presently available. This specialist would need access to a computer for a terrace program and other computer programs.

Prepared by:

Ron Gaddis, Extension Engineer (Conservation)

PLANT SCIENCE

Situation

Agricultural statistics show that over one-third of Nebraska's crop value from corn, grain sorghum, wheat, soybeans and alfalfa is grown in District V.

The most important crop in Nebraska is corn and almost one-third of the acreage is in District V. Over one-half of the grain sorghum acreage in the state and two-thirds of the soybean acreage are grown in District V. One-fifth of the winter wheat and alfalfa are grown in these twenty-three counties.

Crop production in District V is predominately nonirrigated. Of the total irrigated in Nebraska, less than 15% is in District V. Approximately one-fourth of the corn acreage in the District is irrigated. Other crops are seldom irrigated in District V.

Mean annual precipitation ranges from 22 inches in the northwestern part of the District to 34 inches in the southeastern part. Since about 85% of the crop acreage is nonirrigated, efficient moisture management is most important in District V.

Soils in the District are predominately Peorian Loess derived but vary from nearly level to rolling uplands to high clay soils in the Missouri River bottom and sandy soils in the Platte and Loup River bottoms. Soils derived from Kansan Glacial Drift also occur and are common in the central and south central part of District V. Since the District is composed of such a wide array of soils, tillage and fertility practices are quite varied in the District. The variations in soils and rainfall influence crop selection and performance; thus, the Extension and Research programs in District V need to be geared to these conditions.

District V does not have a research base at this time. Extension programs in the District must be based on research data from Mead and the other outstate stations. This data base is adequate for some program areas, but not for agronomic programs. As indicated, crop performance is greatly influenced by soils and climatic conditions. Off-station research capabilities must be forthcoming if the Extension programs in District V are to keep pace with crop production in the area. Off-station research in District V would not duplicate efforts at Mead or other outstate stations, but would complement these efforts. Areas that need immediate attention are nonirrigated corn and sorghum production, soybean production, tillage methods for nonirrigated crop production and pasture management.

Objectives

- A. Producers to develop production systems that best fit their conditions and provide the greatest long-term returns. These systems would include the proper combination of crop selection, fertility management, tillage, weed control, harvesting and utilization.
- B. Crop producers to manage their resources (soil, water, variable inputs, labor, etc.) in crop production and thus produce more efficiently.
- C. Producers to conserve soil and water and improve productivity.
- D. Livestock producers to more efficiently utilize pastures and crop residues and still maintain productivity of the land.

Staff Needs

All professional staff in this area are proposed to be on joint appointment. Suggested appointment might be 50% Extension/50% Research. Staff positions are listed in order of priority. Each specialist position should include support staff. Beside the general secretary support, each position needs to include approximately 0.5 FTE technician support.

A. District Soils Specialist (Current Position)

This specialist is responsible for the area of soil fertility management. This involves soil test interpretation, fertilizer recommendations, soil management, etc. With a research appointment, he would be responsible for soil fertility research in the District. He would work closely with the crop production specialist in developing cropping systems. (75% Extension/25% Research)

B. Crop Production Specialist

This specialist would be responsible for the area of crop production systems. This would include the various components of production (tillage, crop selection, cropping sequences, etc.). He would work closely with the soils specialist, weed specialist and conservation engineer in developing cropping systems.

C. Weed Specialist

All aspects of weed control and weed management would be the responsibility of this specialist. He would work closely with the crop production specialist with weed control in various cropping systems.

D. District Forage Specialist (Also discussed in Animal Science)

This specialist would be responsible for Extension and Research activities involving forage production, handling and storage. Also, activities involve cooperative effort with livestock specialists to evaluate forage quality.

E. Conservation Engineering Specialist (Also discussed in Natural Resources)

This specialist would work closely with the agronomists in the District and provide the engineering expertise required in crop production. Area of emphasis might include conservation practices, tillage methods and machinery selection and operation. (75% Extension/25% Research)

F. Crop Variety Specialist

Field evaluation of crop varieties is a continuous endeavor due to development of new varieties. Performance evaluation of new varieties would be the primary responsibility of this specialist. He would work with the other District specialists to determine performance of a variety under different fertility levels, competition with weeds and resistance to insects and diseases.

G. Entomologist (Also discussed in Horticulture)

Insect information is a very important component in crops and horticulture. This specialist would be responsible for providing information on insects as they influence various crops and how best to control them.

H. Plant Pathologist (Also discussed in Horticulture)

This position would be an Extension position to provide information to all clientele in the District on various diseases of field and horticultural crops. It is anticipated that a major portion of the activity would be in horticultural crops. Appointment would be 1.0 FTE in Extension.

Support Needs

A. Equipment

In order to conduct off-station research, plot equipment would be required. Some equipment is available and some could be transferred from the outstate testing program in Agronomy. Additional equipment also would be needed. This equipment would be: (1) purchased for District use; (2) used jointly by District staff and staff in Agronomy or another District; or (3) be leased for District use.

1. Equipment currently available or equipment that might be transferred:

Fertilizer spreader (6-foot), MF 150 tractor, J.D. corn sheller, 6-row field sprayer, 6-row IHC planter, 3 hp garden tractor with belt seeder, fertilizer spreader (3-foot) and some small equipment such as soil probes, tape measures, baskets, scales, etc.

2. Equipment needed, but not currently available to the District:

Tractor large enough to handle tool-bar planter, 4-row till-slot planter, 4-row cultivator, plot combine for soybeans and grain sorghum, small tractor with plot sprayer for weed control plots, belts to convert planters for plot work, squeeze pump for liquid fertilizers, 1-ton truck with 5th-wheel machinery trailer or ramp-hoist truck, hydraulic soil probe mounted on 3/4-ton truck.

B. Operational

Support for each specialist would be needed to conduct off-station research. This would need to cover travel, supplies and other costs associated with research activities.

C. Facilities

Beside normal office facilities, work space for technicians would be needed. This might be available in Stewart Seed Lab.

Storage facilities would be needed to house research equipment. This could be a part of the Southeast Extension Headquarters building or a storage facility on or near East Campus.

Prepared by:

Edwin J. Penas, District Extension Specialist (Soils)

YOUTH DEVELOPMENT

Situation

Southeast Nebraska, which comprises Extension District V (23 counties), is home for nearly two-thirds of Nebraska's total population. The counties range from about 1600 households (Pawnee County) per county to 122,000 households (Douglas County). According to the 1970 census, the potential audience for 4-H and youth development in this Extension District is approximately 180,000; the number of households is 280,000.

The 1974 Nebraska 4-H statistics reveal that 21,360 youth participated in various programs. Furthermore, 3,244 adult leaders and 1,017 junior leaders were a part of the 4-H volunteer team. At the present time there are 57 county agent positions (24 home economics, 33 agriculture) in this Extension District. Approximately one-third of agents' program time is invested in 4-H and youth development (equivalent to approximately 19.0 FTE's). At the present time there is 1.0 FTE District youth specialist support in youth programming. And, finally in the network of staff people with concern for youth are county 4-H aides. At the present time there are 12.5 FTE (Federal/county funded) and 5.5 FTE (County funded) 4-H aides in Extension District V.

The chart below indicates the staffing ratio of agents/specialists to 4-H potential in Extension District V.

<u>4-H Potential</u>	<u>Agent Staff</u>	<u>Ratio Staff/4-H Potential</u>	<u>District Specialist 4-H & Youth</u>	<u>Ratio District Staff/4-H Potential</u>
180,209	56.0	1/3218	1.0	1/120139

It is clear that the agents in the District serve a large clientele audience in youth programs as well as in agriculture and home economics.

Objectives

Traditionally, 4-H youth development has been defined as a program for youth from 9 to 19 years. An informal survey among 4-H'ers in District V points out that youth join 4-H "to have fun", "to learn something (skills)". Parents and/or leaders would indicate the same, but in reverse order. In general, some primary objectives of 4-H youth development can be stated as follows:

- A. Opportunity to learn new skills through projects and activities.
- B. Chance to interact with peers.

- C. Exposure to new and different experiences.
- D. Opportunity to participate in 4-H as part of the leadership team.

Two areas of interest expressed by youth as needs that 4-H could deal with more effectively are:

- A. Assistance with decisions in matters of vocation, education, etc.
- B. Personal problem resolution.

Extension Efforts

4-H youth development offers a smorgasbord of opportunity through projects, activities, special events. Assistance to agents, aides and leaders from the district and state youth development specialists should be continued and expanded in such broad areas of program development as leadership, citizenship, careers, personal development.

- A. Help build an effective recruitment plan for the use of 4-H volunteers. Expand availability of teaching materials as well as the variety of teaching materials for leaders. Greater adaption of materials with opportunities for special interest or mini project in the many subject areas would be useful to volunteer leaders.
- B. Enrich and enhance the opportunities for youth to become better citizens through a camping experience. For some youth, their 4-H experience might only be a special program at the Eastern Nebraska 4-H Center. Here at camp a wide diversity of programs of interest to youth could be stressed.
- C. Help youth explore their own abilities, aptitudes and interests as they relate to possible careers. Help teens with selected skills to increase the employability of youth.
- D. Help youth understand more fully their community, county, state, our country and other countries through citizenship experiences at all levels; encouraging exchanges between urban-rural, as well as between like environments, but different counties, states or regions; encouraging more awareness of Nebraska heritage and to include not only history, but also contemporary artists (music, literature, etc.) from or in Nebraska.
- E. Continuing to provide experiences for youth to develop social skills with peers, family and other significant people through human relations training, district and statewide special events.

Staff Needs

To meet the objectives, to continue and extend Extension efforts, the following additional staff are recommended over the next five-year interval.

A. District Youth Specialist (Current Position)

The primary role of the district youth specialist is to provide leadership in developing, through the appropriate county Extension offices, programs for youth in urban areas, particularly those counties engaged in the expansion youth program; office visits with agents and aides to facilitate program planning and evaluation of work with youth; give emphasis in the area of human development; and assist counties in implementing affirmative action compliance.

B. District Youth Specialist

The role of this specialist would primarily be related to program development and management of the Eastern Nebraska 4-H Center. This position would require a youth specialist with skills in youth development and business administration to program for and manage this facility. When two youth specialists are committed to District V, one should have some background in agriculture, the other in home economics, to reflect the two other important missions of the Cooperative Extension Service. The ratio of staff to potential becomes 1/90,000 with the addition of this position.

C. Seven Youth Aides

The role of the youth aides would be primarily to recruit volunteer leadership and youth membership; backstop and give support to new leaders as well as existing leaders; serve as a neighborhood representative for 4-H; and assist in conducting 4-H events and activities.

D. Twelve Youth Agents

The role of the youth agent is partly outlined under "Extension Efforts". This position is in addition to the existing ag and home agent positions. Approximately 19.0 FTE position time is allotted to youth development. Youth agents would be responsible for the organizational aspects of the youth program; recruitment training and recognition of leaders, recruitment of youth, coordination with county 4-H councils and other committees. They would take leadership for planning and conducting youth activities on a county or multi-county basis. The agricultural and home economics county and area staff would provide subject matter help for the youth program, but a full-time youth worker should free a part of the time formerly spent with youth programs to shift to greater impact with adult clientele. This kind of team approach should provide opportunity for

more variety in approaches to working with youth audiences. It is recommended that three to five county youth agents be added annually by priority according to the existing agent allocation formulas.

E. District Youth Specialist

The role of this specialist would be to meet the following needs expressed by District V agents: help counties develop a total leadership program, including recruitment, training and recognition; plan and/or assist with events; provide helps to strengthen and support county 4-H councils; develop or locate visual aides for support to local programs; develop older member programs; office visits to counties to help evaluate total 4-H program (program review).

Prepared by:

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Elaine Skucius, Associate State Leader (District V)
Louie E. Rudman, Associate State Leader (District IV)

PROGRAM LEADERSHIP AND ADMINISTRATION

Situation

The Southeast Extension District (District V) includes 23 counties in southeast and eastern Nebraska served by County Extension Offices in each of the counties and the Headquarters Office located in Miller Hall on the East Campus of the University of Nebraska-Lincoln.

The field staff includes 33 agricultural Extension agents and 24 Extension home economists. The field staff is directly supported by a district staff of Extension specialists, which now includes 10 FTE's. In addition to this professional staff, there are 16 full or part-time urban 4-H aides employed in Dodge, Douglas, Gage, Lancaster, Otoe, Platte and Washington counties supported by federal and county funds. Seven full or part-time county Extension aides are employed by Douglas, Lancaster, Nemaha, Saline, Sarpy and Seward counties. Thirty-nine part-time federally funded nutrition aides work in Burt, Butler, Colfax, Dodge, Douglas, Gage, Lancaster, Platte, Polk and Saunders counties instructing disadvantaged people, including youth, in nutrition and in proper use of the foodstuffs that are available for their use.

County budgets for the 23 county units totalled \$700,847 for 1974-75. The county budgets vary from \$13,044 to \$112,655. The budget for the Southeast Extension Headquarters totalled \$784,052 in 1974-75.

Methods

A discussion of methods delineates the need to develop several resources to achieve our long-range objectives. The exclusive use of one method will greatly restrict the audiences reached, including number of different clienteles as well as number within groups. County programs will dictate the combination of methods most suited for local clientele. Methods that will be emphasized by staff will include:

A. Personal Contacts

Each Extension worker will continue personal contacts through local, district and state meetings. Office doors and telephone systems should be open to Extension clientele. Personal farm and home visits should be continued.

B. "In House" Communication System

The role of the district specialist will continue to support the county program efforts. Communication between district and county personnel should be encouraged by personnel visits between the two parties; continuing WATS line system; and establishing a radio system between each county office and district personnel.

C. Computer Systems

The use of computer banks is an aid in delineating current marketing systems and management alternatives. District V has the capacity to integrate this resource into Extension programs. The location of computer systems within the District is a definite advantage for expanding their use.

D. Public Communication Techniques

Dissemination of information outside of personal contacts becomes highly critical. Distribution of materials by the NebGuide system has proven effective. Use of press and radio releases should continue; however, more effective use of these media would increase clientele audiences.

Use of television programs becomes highly desirable. Effective use can also be made of video tape and telelecture media.

E. Research

Extension has the primary role of disseminating information from the land grant institution to the general public. The majority of current information comes from research. To facilitate Extension using up-to-date information, some specialists should have joint appointments with research.

Audiences

In recent years Extension has hired better trained personnel, organized sophisticated staff training programs and developed specialization in district staff in its attempt to serve effectively the needs of growing and diverse audiences. However, the capability of Extension to economically and effectively serve diverse groups must be still more dramatically altered to meet expanding demands. At least six types of audiences are emerging for the Southeast Extension District staff. They include:

A. Producers

Producers are the traditional audience of education programs and should continue to be the primary clientele. The economics situation of the future dictates that producers must be efficient in their operations. Modern technology and research results will aid in making management decisions.

B. Youth

Extension programs involving youth are necessary to provide effective producers and consumers of the future. All fields will require well trained youth in the future.

C. Agribusiness Leaders Within the District

Extension should establish effective liaison with meat packers, feed companies, financial institutions, feed and forage testing firms, etc.

Many state and region-wide headquarters of these firms are located in District V. In order to support Extension programs, they should be familiar with what the University is doing.

D. Consuming Public

Demand for the consumer's dollar seems to be increasing. New products, methods of preparing meats, buying different cuts of meats are only an illustration of the decisions a housewife (person) will face. Extension programs to educate all consumers in these areas will be important.

E. Family Units

Low, middle and upper income families look to the Extension Service for education in many areas (such as nutrition, housing, health, etc.).

Economic resources, families of different races and different cultures necessitate trained personnel that can guide them in their learning process.

Extension will need to look beyond our traditional audiences and educational methods to reach this clientele. The urban areas in District V are large enough when compared to the rest of Nebraska that it should provide leadership for the University with programs of this type.

F. Community Groups and Organizations

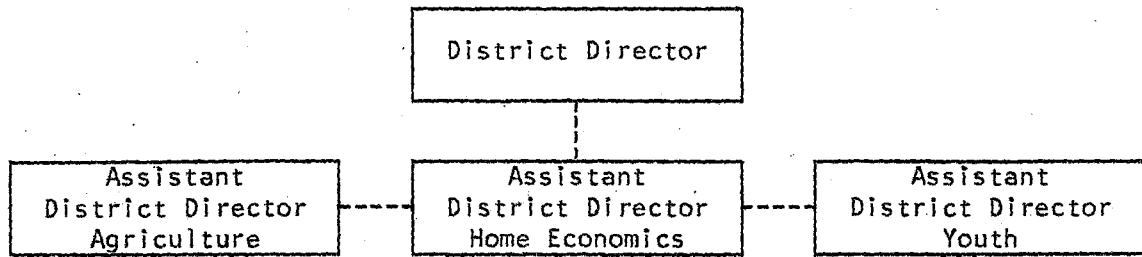
Community organizations of clubs, agencies and government are potential audiences. Large audiences can be reached by working with community groups already organized.

Being informed as to what measures are being taken to improve the community are also part of our job.

Staff Needs (Administrative)

As the long-range plan is developed and new staff are added, it will necessitate adding new administrative staff and reassigning responsibilities of existing administrative staff.

The following is the proposed administrative structure for the Southeast Extension District:



A. District Director (Current Position)

Responsible for the overall administration of programs, personnel and budget for the staff in the District. Current 1.0 FTE Extension, proposed 0.75 FTE Extension and 0.25 FTE Research.

B. Assistant District Director -- Home Economics (Current Position)

This person is responsible for leadership of the home economics section of the total Extension program in the Southeast Extension District. This person advises the District Director on all matters related to staffing at county, area and district level for home economics programs on policy and procedural matters. This person would be a member of the District Administrative Council. Current 1.0 FTE Extension.

C. Assistant District Director -- Youth

This person is responsible for leadership of the 4-H and youth development section of the total Extension program in the Southeast Extension District. This involves the establishment of policies, coordination of projects and activities through the various subject matter departments and the state 4-H office, the development of leadership and providing educational opportunities for youth. Extension youth work, conducted primarily through 4-H and young adult programs, is an integral part of the total Extension Service program. This person would be a member of the District Administrative Council and would be 1.0 FTE Extension.

D. Assistant District Director -- Agriculture

Assists the District Director in all matters relating to the agriculture programs -- both Extension and Research. Represents the District Director when requested. This person would be a member of the District Administration Council and would be 0.5 FTE Extension and 0.5 FTE Research.

Staff Needs (Communications)

It is necessary to promote the communication process. It is important that direct communication among staff be facilitated as well as that between staff and audiences. Some of this direct personal contact can be provided through closed-circuit television set-ups, telelecture arrangements, videotaped lessons and increased use of the telephone. These means, plus the traditional methods, should be incorporated into Extension's delivery system.

A. District Communication Specialist (Teaching Methods)

This position would assist district and county staff in determining the most effective teaching method to use in the Extension educational programs. The staff member would assist in the planning and production of effective teaching aids.

B. District Communication Specialist (Media)

This position would be responsible for overseeing the development of techniques in all media communication. Primary involvement would be with the production involving television, the use of telelecture, written word and train subject matter specialists, as well as agents, to be effective in these areas of communication. Oversees the quality of the District Extension Service in doing the job of communication (media).

Support Needs

To effectively meet our objectives, the following resources must be provided:

- A. Relocation of the Southeast Extension Headquarters at a location in Lincoln in one building with easy access and parking for both the public and staff. This building to include adequate individual offices for each specialist, plus appropriate space and laboratory for support personnel. A meeting room for approximately 300 people should be included.
- B. Secretarial staff to approximately one-half secretary for each headquarters' staff member.
- C. Meeting room facilities to encourage frequent interaction between specialists, as well as the general public.
- D. Adequate travel funding to continue clientele relationship.
- E. Maintain adequate equipment available for making visual aids.

- F. Provide avenues to insure availability of art work, including present working relationship with the Department of Agriculture Communications. Need may arise for a part-time B-line position to do the art work in preparation of visuals.
- G. Provide communications equipment, mobile radio and telephone.
- H. Training, finance and equipment necessary to provide access to available computer facilities within the District.
- I. Provide opportunities and equipment involved in television media.
- J. Equipment to adequately utilize telelecture and video tape techniques in all programs when applicable.
- K. Funding and supporting equipment necessary for proper research/demonstration activities.

Prepared by:

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SUMMARY OF THE FIVE-YEAR PLAN PROPOSAL

The following is a summary of the total staff proposed in this plan. All positions expressed as FTE's (full-time equivalent).

AREA	COUNTY				DISTRICT			
	COUNTY OR AREA AGENTS		AIDES		SPECIALISTS		OFFICE/ SERVICE PERSONNEL ¹	TECHNI- CIANS
					EXTENSION	RESEARCH		
Ag-General ²	31	31 ³						
Family Living General ² ENP ²	27 3	21 3	7.5 26.4	0.5 26.4	3.00		1.5	
Animal Science					3.00	1.00	1.5	
Community Resource Development					1.00		0.5	
Farm Management & Marketing					3.00	2.00	1.5	
Horticulture	2	2	7.5	1.5	2.00	1.00	0.50 0.5 Teach	1.0
Natural Resources					6.55	3.00	0.45	1.0
Plant Science ⁴					4.25	0.75	2.75 0.25	4.0
Youth Development ²	12		25.0	18.0	3.00	1.00	1.5	
Administration & Program Leadership					3.25	2.00	0.75	
Communication					2.00		1.0	1.0
TOTALS	75	57	66.4	46.4	31.05	10.75	4.45 0.25 +.5 Teach	7.0

¹Number of office/service personnel at the county level determined by County Extension Board. Office/service personnel indicated on this table would be located at the Headquarters Office only.

²The actual program time of the agricultural and home economics agents for the programs other than youth will be increased by 26.8%. This is based on the time reported by the agents in 1973-74 at 36.8% spent on youth development. By adding the county youth agents they will assume 26.8% of the time formerly spent by the agents on youth development. Ag and home ec agents will still spend about 10% of their time in the youth development area.

³Numbers in *script* are the number of present positions budgeted for the District.

⁴Includes entomology and plant pathology.

Summary

This plan is not "an unrealistic dream". If . . .

- Extension work is an out-of-school system of education in which adults and young people learn by doing . . .
- It is a partnership between the government, the land grant college and the people, which provides service and education designed to meet the needs of the people . . .
- Its fundamental objective is the development of the people . . .

. . . and based on a very large agricultural production base and complex urban centers located in the District, this plan will provide the guidelines which will enable the Southeast Extension District staff to serve the residents in that District.

COMMITTEE WHO ASSISTED IN THE PREPARATION AND REVIEW OF THIS REPORT

<u>District V Staff</u>	<u>State Staff</u>	<u>District V Staff</u>	<u>Advisory Committee</u>
Beth Birnstihl	John Addink	Linda Bueth	Southeast Area
Barbara Boettcher	Ron Gaddis	Vic McClure	Gage County
Doug Duey	E. A. Olson	Shirley Niemeyer	Sarpy County
Rick Hamilton	Louie Rudman	Jim Novotny	Dodge County
Brent Hoadley	Elaine Skucius	Ron Puls	Burt County
Neal Jennings	Norm Teter	Irene Ruzicka	Lancaster/Gage ENP
Ed Penas			
Loyd Young			
Bill Zollinger			
All County & Area Staff			

District V Lay Advisory Committee

Mrs. Ralph (Anne) Bathel	Beatrice
Harold Brugman	Douglas
Eugene Chamberlain	Tekamah
Ted Doyle	Fairbury
Mrs. Darrel (Helen) Henke	Unadilla
Miss Julie Moravec	David City
Mrs. Robert (Helen) Nichols	Brock
Jack Paulson	Fremont
Mrs. Richard (Sue) Schermer	Columbus
Gregg Smith	Auburn
Mrs. Richard (Marlene) Stehlik	Crete
Mrs. Charles (Nancy) Sutton	Lincoln
Elmer Zeis	Valley

Prepared by:

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